Google Slide Speaker Notes:

Slide 1 – Title Page

“Instacart: A Market Basket Analysis and Customer Segmentation”

Slide 2 – “What Is Instacart”?

“Instacart is an American company currently operating a grocery delivery service in the United States and Canada. It allows customers to order groceries from participating retailers via the Instacart app with the shopping being done and delivered to the customers’ door by a personal shopper.”

Slide 3 – Instacart CEO Quote

“During the COVID-19 lockdown, Instacart became an essential service for millions of Americans trapped at home. As early as February 2020, Instacart reported noticing an increase in orders for home essentials such as toilet paper. Even as COVID restrictions are being lifted, analysts expect sustained growth in this field as new Instacart users have discovered the ease of ordering online and now prefer it to the traditional grocery shopping experience.”